

8/3) Comm 427

955-8422-

135 ANO 104.12 133

Other presentations: - Separate until (3.)

[1/2 verbal - 5-7 minutes.
 3 paper -
 volunteer date & topics!]

WHAT CONSTITUTES AN ISSUE !

ENDemic to

THOSE ACTIVISTS / IDEAS VIEWED AS
 CONTROVERSIAL / THREAT TO STATUS
 QUA / VERY POLARIZED = STRONGLY
 AGAINST & STRONGLY FOR

→ Press treatment of protests - Becomes
 a media event. Does it tend
 to lean in one direction or the
 other

PAPER IDEA: "MEDIA EFFECT IN VIETNAM & CIVIL
 RIGHTS & claim to objectivity"

THE RESPONSIBILITY OF TV - PUSH →
 REGULATION / UNREGULATION MEDIA → ?
 ORGANIZED around #

GREAT TEACHING TOOLS → OLD CONCEPT →

CABLE INTRUSION INTO SOUND SYSTEM -

RESULTS FROM COMMERCIAL VIEWERS -

IF YOU CAN PICK THE PERSPECTIVE - YES/NO

(SVD ALREADY, MEDIA CENTERED)

ORAL - FAIRNESS - BOTH SIDES

PAPER - TAKE A SIDE

TO ANALOGY! - FAK

DOES CENSORSHIP CREATE MARKETS MEDIA

LAST STANCE OF COMMUNISM = ELECTRONIC MARKET

Q12 → Sept 5th

CUP FILES

PROBLEMS / SITUATIONS - TO CURRENT WORK
ISSUES IN CRITICAL NOTES.

CATCH-ALL, NOT LARGE ENOUGH TO
MAKE INTO ORAL / PAPER PRESENTATION

HOW MUCH IS ENOUGH? → 4 OR 5 ARTICLES

PER WEEK, e.g. $4/5 \times 16 = 32$ CLIPS.

→ CAN USE TV LOG - ~~etc~~

SNAPSHOT THAT POSES A QUESTION
(OPEN TO DEBATE).

THING / TOPIC / WEBSITES / PERSONALITIES
SUBJECT.

Mr. KONG - Chester - Newspapers

WHAT WHAT RELEASING THE NEWSPAPER

"1986" job each editor -
bottom line - ourself = young people
not reading up.

marketing director → new power
(old editor power)

changing trend

~~own~~ syndrome = look like everybody
else = zero creativity

"our journalistic options will be proscribed
by someone else", bottom line
→ Setting standard of Financial and
newspaper -

bullock product -

help - an - copy, brief, word graphed
+ anchored feature →
fix my paper & address
interests

What the thought are simple →
why do readers distrust the press?

- (1) errors
- (2) reporters/editors not consistent w/
checked
- (3) monopolies
- (4) large corp.
- (5) secret coms
- (6) good f. well liked.

Political cartooning: ~~After~~ Follows the
the laugh track
create images.

Laugh in — ~~the~~ likeable target
by people with fun.

How for a comic age

Denver S. Breckinridge
have fun to care —

Censorship & the Student Press
How can Advertisers
Billing Gazette
publishers rights.
Evening Post -

Grand Rapids - look away from
uncomfortable situations?

9/5 COM 427

(4th ed. 2006) Business vs. Public trust



Newspaper = ~~collaborative~~ flexible medium
in-depth

paid subscription
and audited circulation
advertising
classified

retail days \Rightarrow trade association

"California Egg Day"

- ↓
 - (1) Lobbying association
 - (2) retail trade support group

needs to be crises' lobbying

\rightarrow oil

\rightarrow tobacco

\rightarrow apple growers - makes good copy

\rightarrow sell papers before press conf.

newspaper reflect their ~~ideas~~

Organized
most ~~newspaper~~ Organized and Edited
Who's who
Second Know/letter.../etc.
Feb Thursday ...

95% advertising w/
ribbon story. \approx

(distribution dept.)

Broadcasting study ~~problems~~

↳ ~~newspaper~~ revenue vs. advertising.
PBS-public = ~~etc. news~~ \approx ~~etc.~~ \approx ~~etc.~~

↳ ~~etc.~~ and +

~~etc.~~ public fall

~~etc.~~ University

TV = most people source of ~~newspaper~~ news 

* look @ questions for ~~appendix~~ and chapter



9/12

TV-
Newspaper

newspaper, radio type, electronic
journalism.

L.A.T. 10 story - Fri ~ workhorse...
TV → good video! Cover story!! very
newspaper news.

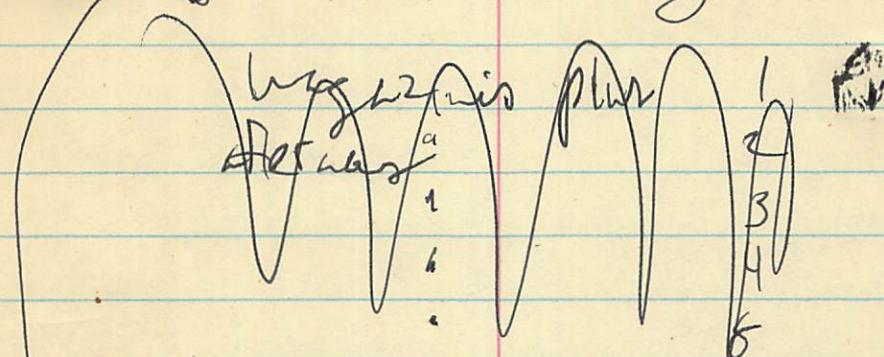
Whataboys / newspapers

Newspaper or separate division.

Variable news - each division had
to support themselves

9/7 427-

clp file revised - classified per
book plus other
criterion eg:



~~1. magazine plus~~

→ "magazine" plus ~~other~~ ~~not names~~
~~reference~~ ~~plus~~ ~~other~~ ~~not names~~ ~~etc.~~

media studied

Comm 427

Should athletes be paid?

- individuals
- corporate sponsor

admin/colleges profit from athletes:

↳  NCAAs → reward = education
30% pro choice
reward = learning integrity

Nationality - measured market
Albert Bandura

Motion pictures are our cultural language
- L.A.T -

[Desensitization] Children V.C.I
TV Violence / Cartoons.

Began to read about ~~yourself~~ self.

↳ Rec. - values

~~theoretical~~ of literary.
major for many
minority groups be on own press

1839 PHOTOGRAPHY. . . . REPLACEMENT for DRAWING

1840 - GUL WAR → ~~paper~~! photo journal in
NATIVE ARTISTRY. - war shots (still shot)
~~thinking~~
(limits of technology.)

UNDERSTANDING TECHNOLOGY + PEOPLE & GOVT =
UNDERSTANDING MEDIA.

A DATES WORSE THAN PORN

comm427 - 8/29 -

clip files -

Annotate - why pulled article X

Position paper 25 p. paper w/ 10s
illustrations ~~etc~~ cartoon etc \Rightarrow
appendix in the back. Full footnotes
Annotated bibliography \Rightarrow critical
summary & material used, research
log \Rightarrow good/bad/not helpful/against
opinion on piece \Rightarrow contributing factor
to paper.

\Rightarrow what expectation - awareness of
levels - mass media \Rightarrow expand
"issues" to include influence of
mass media on the issue. e.g.,
hostage taking & mass media events.
Area of concern: Umbrella topic: e.g.
professional sports \Rightarrow Pete Rose/Commission
used the media to present case. . .

Anything a book publishing for
various types → fellow journalists,
~~the book itself~~ Shock Radio ~~now~~ → ~~the book itself~~

→ critical approach to ads —

← Cattaneo ↓

see form & consequence)

not in ~~assassins~~ ~~reality~~ —

manipulating statistic, message

numbers & pic. — Lies, Dam Lies &

~~Statistics~~ Statistics

[Logic = mathematics & thought]
- truth tables → logic

Comm 427

position paper: effect & mass media on
Television filling the gap of the vanishing
community consciousness -

Entertainment fulfillment \rightarrow soap operas/...
Star Trek \rightarrow Fantasy

reality confusion
the electronic church

pressures & individual w/ a non-community
mass society \rightarrow isolation \rightarrow TV reality

NOT "the reality & TV" \rightarrow but stated purpose &
responsibilities w/ social role \rightarrow controlling
the genie

Art fucking the will on reality \rightarrow
trial eg. Trekkie & the Shuttle "Enterprise"

NOT ~~SIGNIFICANT~~

" IN COUNTRY - WORLD -

Comm 427 - Books \rightarrow effects of
Society in general
students
one found govt control

10 Books. - Jonathan Yankley
Writer fees 230 million = 1 or 2 million
serious reading.

- 1 political - Thomas Paine, Common Sense
- 2 Harriet Beecher Stowe, Uncle Tom's Cabin
- 3 Upton Sinclair, The Jungle
- 4 Rachel Carson, Silent Spring
- 5 Ralph Nader, Unsafe at any Speed,
Alexander Hamilton, The Federalist
Henry George, Progress & Poverty
- Edward Bellamy, Looking Backward
- Lincoln Steffens, The Shame of the Cities
- David Hilbertz, The Best & the Brightest

Cultural: D.H. Thoreau Walden

- 2) Nat. Writers Leaves & Grass
- 3) Howells' Aker, Street Life in N.Y.
- 4) Mark Twain, The Adventures of Huckleberry Finn.

⑤ Fannie Farmer Boston Cooking School Cook Book

⑥ Thorstein Veblen The Theory of the Leisure Class.

7 W.E.B. DuBois The Souls of Black Folk.

8 Ernest Hemingway "In Our Time"

9 Dale Carnegie How to Win Friends & Influence People

10 Benjamin Spock The Common Sense Book of Baby & Child-Care

America's Textbook Plasco: A Conspiracy

- ① Good intentions - Harriet Tyron-Berstein: What is a Good textbook?
- ② The Bad textbook problem.

Book treat most topics so superficially
that students can make sense of what they're reading.

THE ART OF THE PLOTLINE
The Basic Elements of Good Storytelling
then get lost in the editing process.

READABILITY FORMULAS

+ add constraints to borders, short & vague words are often substituted for longer, precise ones. Instead of "sophagous," there will be "food tube." Instead of "protoplash," there will be "stuff."

SKILLS INTEGRATION

THE "MENTAL WORKING" PLOTLINE

Since publishers are held ^{to} account for a ~~whole~~ & topics & facts, but not for coherence, coherence suffers.

ORIGIN & PUBLISHING Martin Gardner

"Nearly every trade book publisher, if not yet in court, can expect to be there soon."

DISTRICTION FROM THE STATE

"In & Out" cases often are mostly as straightforward as the ones that generated the

Who was the victim?

* Double advance?

Then both had to get written!

* First Amendment Case?

Attacks on the law

→ separate contract w/ one notarized
" " " around attorney

→ story of cooperation but no contract
story based on trial record or
postscript to account
contract up to but w/o including one
half.

The ISSUE: For the courts

One is of fundamental public
concern. Continuing discussion

about it violates the First Amendment

